IN THE CLAIMS:

1. (Amended) An advertising system comprising:

    a content provider which generates ad banners;

    a target computer which receives the ad banners;

    an agent which is transmitted from the content provider to the target

computer, the agent obtains user information <u>including data for a hardware profile</u>

and transmits the user information to the content provider; and

    a program running on the content provider, the program organizes the user

information and updates a user specific database.

2. (Amended) The advertising system of claim 1 wherein <u>the user</u>

<u>information further includes data for a software profile</u> [the agent is software

executed by the target computer].

3. (Amended) The advertising system of claim 1 further comprising a

baseline user profile <u>including the hardware profile</u> which is updated by the

program running on the contact provider.

4. (Amended) The advertising system of claim 3 wherein the baseline user

profile includes information on <u>CPU processing speed</u> [web sites visited].

6. (Amended) The advertising system of claim 4 wherein the baseline user profile includes a subkey indicating <u>a processor speed of a processor in the target computer</u> [time spent at each web site].

7. (Amended) A method of communicating advertising information comprising the <u>operations</u> [steps] of:

creating a user profile;

transmitting an ad banner from a content provider to a target computer;

collecting user information at the target computer <u>including data for a hardware profile</u>;

transmitting the user information from the target computer to the content provider;

filtering the user information to create relevant data;

arranging the relevant data to create a modified user specific database; and

generating a second user ad banner corresponding to the modified user specific database.

8. (Amended) The method of claim 7 further comprising the <u>operation</u> [step] of transmitting an agent from the content provider to the target computer.

9. (Amended) The method of claim 7 wherein the collecting <u>operation</u> [step] is executed by an agent running on the target computer.

14. (Amended) A content provider for providing advertising content over a network comprising:

a plurality of user profiles, each user profile in the plurality of user profiles including user data corresponding to a target computer account;

a munging agent which updates each user profiles based on data transmitted from an agent;

a rule set associated with each user profile including rules generated from the user data; and

a rulebook <u>including condition-action pairs</u> which selects data to be transmitted from an advertising content database using the rule set.

15. (Amended) An advertising system comprising:

a content provider which generates a means for advertising;

a target computer which receives the means for advertising;

a means for obtaining user information <u>including hardware data for a hardware profile and software data for a software profile,</u> and transmitting the user information to the content provider, the means for obtaining user information transmitted from the content provider to the target computer; and

a means for organizing the user information and upgrading a user specific database.

16. (New) The content provider of claim 14 wherein a condition of a condition-action pair includes a hardware characteristic of a target computer associated with the target computer account.

1   17.   (New) The content provider of claim 16 wherein the hardware

2   characteristic is a modem speed.

1   18.   (New) The content provider of claim 16 wherein when the hardware

2   characteristic satisfies a first condition, high fidelity ad content is transmitted, and

3   when the hardware characteristic satisfies a second condition, lower fidelity ad

4   content is transmitted.

1   19.   (New) The content provider of claim 14 wherein the user profile

2   includes at least one rule page including a plurality of keys, the plurality of keys

3   includes a hardware profile to indicate hardware capabilities of a target computer

4   associated with the target computer account.

20.   (New) The content provider of claim 18 wherein the plurality of keys

includes a software profile to indicate software used by the target computer account.